



Euromonitor
International

Wearable Electronics in Thailand

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Smart wearables continues to drive growth due to features and functionality
Apple draws level with Xiaomi due to brand loyalty and its premium image
Omnichannel strategy allows companies to attract consumers however they want to shop

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As consumers look for better health insights and smart features, smart wearables is set to drive growth
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DISCLAIMER

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